

## SEASONAL NEWS FROM ZERMATT WINTER 2019/2020.



The Zermatt – Matterhorn destination is constantly investing to ensure a top-quality visitor experience. Details on the latest news for the 2019/2020 winter season can be found below.

More information, facts, figures, contacts, a photo database and resources for journalists and tour operators can be found here:

<https://www.zermatt.ch/en/Media-corner> | [www.zermatt.ch/en/Tour-operators](https://www.zermatt.ch/en/Tour-operators)

## ACTIVITIES.

### DOWN THE TOBOGGAN RUN ON A SNOOC

From 19 December 2019, for the first time it will be possible to toboggan down the Alps' highest toboggan run - from Rotenboden to Riffelberg - on a Snooc. The Snooc is the latest generation of toboggan, where you sit on one ski. The product has a lightweight construction and is easy to use. The ski on the snow ensures a good grip and the seat guarantees a comfortable position. Take the Gornergrat railway from Zermatt to Rotenboden, where the thrilling 1.5 km descent to Riffelberg starts. Snoocs can be hired from Rotenboden station, in the same way as a conventional toboggan.



[www.zermatt.ch/en/Media/Planning-hikes-tours/Rotenboden-toboggan-run](http://www.zermatt.ch/en/Media/Planning-hikes-tours/Rotenboden-toboggan-run)

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### FAT BIKE NIGHT RIDE

In Zermatt, you can now go fat biking at night. The fat bike ride takes around two-and-a-half hours riding on snowy trails in the dark. Bright lights on the bike enable you to ride safely. This is the only place in Switzerland to offer this type of fat biking. You cycle gradually uphill before speeding back down to Zermatt. The ride is available on a set day from December to the middle of March, and may be available daily on request. Costing CHF 120 per person for more than three people, it includes all equipment.



[www.zermatt.ch/en/Media/Tickets/Fatbike-Night-Ride](http://www.zermatt.ch/en/Media/Tickets/Fatbike-Night-Ride)

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### FUNSLOPE IN SNOWPARK ZERMATT

This season, winter sports enthusiasts young and old can look forward to a fun, action-packed new descent. A funslope has been created in Snowpark Zermatt which has lots to offer both novice and advanced skiers. It is possible to ride on tunnels, hills, little jumps, massive banked curves and all kinds of obstacles on this creative course.





## NEW TREASURE HUNT IN RANDA

The village of Randa and its many hamlets can look back on a long history. There is a new treasure hunt through the idyllic mountain village; it is about four kilometres long and takes around one-and-a-half hours. Clues on the treasure map help you to find the answers. There is one last puzzle waiting for you at the end of the adventure to help you find the treasure. Cost: CHF 5 for each treasure hunt and family. More treasure maps are available from the Randa tourism office.

[www.zermatt.ch/en/Media/Article/Treasure-Hunt-Randa](http://www.zermatt.ch/en/Media/Article/Treasure-Hunt-Randa)



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## KIRCHBRÜCKE BRIDGE VIEWING PLATFORM OPENS

It's one of the most popular places in the village for Matterhorn photos – the Kirchbrücke bridge. Over the summer months in 2019, a new viewing platform has been built, offering more space so that guests and traffic can pass each other more easily. There is also a new lift from Uferweg up to the viewing platform.

[www.zermatt.ch/en/Media/Attractions/Viewpoint-Kirchbruecke-bridge](http://www.zermatt.ch/en/Media/Attractions/Viewpoint-Kirchbruecke-bridge)



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## NEW PAINTING ATELIER IN TÄSCH

In October 2019, "Atelier-Eigenwerk" will open in Täsch. Owner Fränzi Tscherrig will run painting courses for children and adults, where you can learn about the creative techniques behind abstract painting. There will be day and weekly courses, private lessons can be booked in advance and there will also be an open painting workshop.



## ACCOMMODATION.

### NEW APARTHOTEL NACO

In December 2019, a new hotel will be opening its doors at Spisstrasse 44 in Zermatt, to be known as "Naco Aparthotel, by Arca". It will offer a rooftop suite, two junior rooftop suites, eight two-room apartments and 17 studios. The aparthotel is owned by the Hotel and Solebad Arca, which is immediately adjacent. Guests can also use the Hotel und Solebad Arca's spa, with saline spa, sauna and steam bath. This spa area will be expanded by the start of the winter.

[www.hotel-naco.ch/en/](http://www.hotel-naco.ch/en/)



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### HOTEL MAMA TO OPEN

The Hotel Admiral is currently being transformed into the Hotel Mama Zermatt, incorporating 29 new rooms, which will open in December 2019. Exactly like the Hotel Admiral, the new hotel has a co-working space, managed by PuraWorka. The "Zer Mama Bistro", which will welcome the new Hotel Mama's guests on the ground floor, will also open in December.

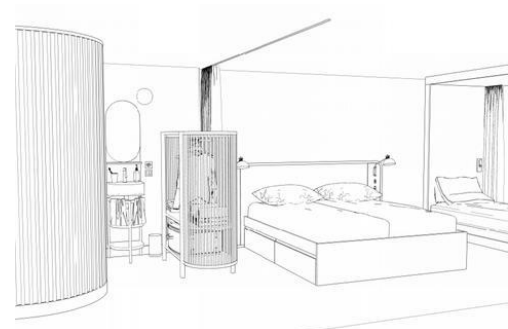
[www.hotelmamazermatt.ch/en/](http://www.hotelmamazermatt.ch/en/)



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### HOTEL CARINA WILL BECOME ZERMATTER PULS

In winter 2019 at the lower end of Wieststrasse, where Hotel Carina used to be, the heart of the 'Zermatter Puls' will start beating. It will be a chic, reasonably-priced hotel with a warm atmosphere and high-quality materials, offering a choice of rooms from doubles to dormitories. There will be no reception or concierge, instead the hotel concept invites guests to participate, including self check-in and self check-out as well as an honesty bar where guests can make their own drinks. The small but dedicated team is never far away and are always happy to help.



## HOTEL ELITE REOPENS

On 1 December 2019, the Hotel Elite, which was constructed in 1962, will reopen after comprehensive renovations to the rooms, restaurant, reception, wellness area and garden terrace. Local materials have been used as much as possible during the work. The 3-star hotel's five floors have been renamed with the names of stops on the Gornergrat Bahn because the hotel's founder previously worked for the railway.

[www.elite-zermatt.ch/](http://www.elite-zermatt.ch/)

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## CERVO: SUMMER 2020 CONSTRUCTION WORK

In summer 2020 the Cervo Mountain Boutique Resort will alter the main building and build an additional chalet below the present chalet five. This means Cervo will remain closed throughout summer 2020. The Ferdinand Pop-up Hotel will open, however, so that visitors can still spend their summer holidays in Cervo.

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## NEW BUILDING AT SCHLOSSHOTEL ZERMATT

In spring 2020, construction will start on the land next to the hotel, building a villa and an extension to the existing spa at the Schlosshotel Zermatt. The work is scheduled to be finished by the middle of October 2020. There will then be four Superior rooms and two suites in the new villa as well as a new sauna and steam rooms, relaxation facilities, beauty treatments and spa packages for guests to enjoy.

[schlosshotelzermatt.ch/en/project-2020](http://schlosshotelzermatt.ch/en/project-2020)

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## BIKINI BIKINI ISLAND & MOUNTAIN HOTELS TO OPEN A NEW HOTEL IN ZERMATT IN 2021

Hotel Antares in Zermatt will be managed by the Hamburg hotel group Bikini Island & Mountain Hotels. Renovations and extension work are planned for 2020.

[www.zermatt.ch/en/Media/News/Accommodation/Bikini-Island-Mountain-Hotels-to-open-a-new-hotel-in-Zermatt-in-2021](http://www.zermatt.ch/en/Media/News/Accommodation/Bikini-Island-Mountain-Hotels-to-open-a-new-hotel-in-Zermatt-in-2021)

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## NEW SPA AT THE SILVANA MOUNTAIN HOTEL

The Silvana Mountain Hotel will be refurbishing its spa area between September and December 2019. In addition to the existing spa pool, three different saunas, multi-sensory showers, two relaxation rooms, a lounge and a massage room are being developed in several little chalets on a 200-square-metre site. It is all being constructed with natural stone tiles and mature wood, to create an Alpine atmosphere. Following the refurbishment, the hotel will be able to claim proudly to be the closest spa to the Matterhorn. The Silvana Mountain Spa will be accessible to the public, by request, from 5 December 2019.



[www.zermatt.ch/en/Media/Attractions/Indoor-pool-spa-Silvana-Mountain-Hotel-Furi](http://www.zermatt.ch/en/Media/Attractions/Indoor-pool-spa-Silvana-Mountain-Hotel-Furi)

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## RENOVATIONS TO THE HOTEL ALEX

During October and November 2019, the Hotel Alex will be refurbishing the Alex Lounge Bar, the breakfast room and the wellness centre. The Alex Lounge Bar and reception area will be completely renovated, including laying of new floors, new bar furniture and remodelling of the walls. The breakfast room will be furnished with new upholstered chairs, leather armchairs and settees. In the wellness area. Hotel Alex is renovating the saunas, quiet areas, steam baths and multi-sensory showers. The range of wellness services comprises: massages and beauty treatments, Finnish sauna for men and women, with separate quiet areas, steam baths and multi-sensory showers, a modern exercise studio, a squash court and an indoor tennis court, as well as Zermatt's first swimming pool with a family jacuzzi.



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## PARKHOTEL BEAU SITE RENOVATIONS

In autumn 2019, the Parkhotel Beau Site will be extensively renovating and updating its reception area, lobby, bar and restaurants. From the end of November 2019, guests will be able to experience the new look and three new concepts: the highlight of the Grill Restaurant will be the delicious cuts of meat from the wood fire grill, and a selection of fish, seafood and vegetables will also be available; the Gornergratsaal will feature a renovated restaurant area with a buffet and show kitchen, serving breakfast in the morning and different buffets in the evening including meat, fish and vegetarian delicacies and the third concept will be a new 'shop-in-shop' vinothek with expertly chosen wines that you can taste or buy in store.



## CUISINE.

### NEW TAPAS RESTAURANT IN HOTEL SONNE

A new restaurant, 'apas TAPAS', will open its doors in Hotel Sonne on 30 November 2019. The menu will feature 'Tapas around the world', including Spanish, Portuguese, Italian and Thai tapas. The restaurant will be ideal for anyone looking to try something new. It will seat approximately 40 people and will be open daily between 18:00 and 21:30 hrs until 26 April 2020.

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### ZER MAMA BISTRO TO OPEN

In December 2019 the "Zer Mama Bistro", which will welcome hungry and thirsty guests from 07:00 to 22:00, will open on the ground floor of the new Hotel Mama. The Zer Mama Bistro offers "glocal food", in other words global specialities from local produce. A generous brunch will be available in the morning, coffee and snacks will be on the menu throughout the day, and dinner will be served in the evening. The sun terrace is a pleasant after-ski locale, for après-ski without the hullabaloo.

[www.hotelmamazermatt.ch/en/](http://www.hotelmamazermatt.ch/en/)

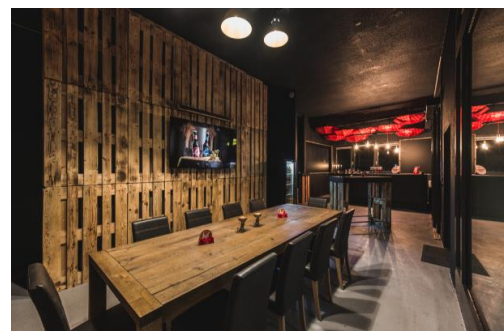
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### ZERMATT BRAUEREI OPENS TASTING ROOM

This winter, the Zermatt Matterhorn Brauerei will open its new event and tasting room, where guests can try a wide variety of beers from around the world. These include speciality beers made in-house – the popular classics, 'Matterhorn' and 'Monte Rosa' as well as seasonal specialities. A range of beer-themed events will make the new tasting room a great place to socialise. Opening times are Monday, Thursday, Friday and Saturday from 16:00 to 22:00 hrs.

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## ZERMATT RESTAURANTS ARE AWARDED 242 GAULT-MILLAU POINTS

Gault-Millau has selected the 870 best restaurants in Switzerland for 2020. The results for Zermatt can be marveled at: 17 Zermatt restaurants were awarded points – with 17 for the best.

[www.zermatt.ch/en/Media/News/Awards/Zermatt-Restaurants-are-awarded-242-Gault-Millau-points](http://www.zermatt.ch/en/Media/News/Awards/Zermatt-Restaurants-are-awarded-242-Gault-Millau-points)



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## STAZIONE: NEW CONCEPT FOR 2020

Cervo Zermatt has been running the Stazione pop-up bakery at Zermatt railway station since June 2019. It sells bread, sandwiches and baked goods. Stazione is being altered in spring 2020 and will reopen for the coming summer season with a new concept.

[magazine.cervo.ch/2019/06/stazione-pop-up-bakery-coffee-store/](http://magazine.cervo.ch/2019/06/stazione-pop-up-bakery-coffee-store/)



## TRANSPORT.

### ZERMATT PARTNERS WITH "IKON PASS"

The "Ikon Pass" links 41 destinations on five continents. Pass holders have access to all destinations. From winter 2019/2020, Zermatt will be the first destination in Europe to be a partner. "Ikon Pass" holders will therefore have access to the Matterhorn ski paradise for seven days, "Icon Base Pass" holders for five days.

[www.matterhornparadise.ch/en/Book/Ikon-Pass](http://www.matterhornparadise.ch/en/Book/Ikon-Pass)





## NEW SKI PASS PRODUCT: FLEX SEASON PASS

From the 2019/20 winter season, Zermatt Bergbahnen AG will be offering its visitors a new, flexible ski pass - the Flex season pass. With this ski pass you can use the Matterhorn ski paradise five times during the winter season. The season pass, and all other Flex products, are available online.

[www.matterhornparadise.ch/en/Current-news/Lifts/Tickets-tariffs/Ski-passes-winter](http://www.matterhornparadise.ch/en/Current-news/Lifts/Tickets-tariffs/Ski-passes-winter)



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## SUMMER OPENING FOR THE BLAUHERD-ROTHORN CABLE CAR

After being closed for two summer seasons due to landslips, at last the Blauherd-Rothorn cable car will open again on schedule for the start of the winter season. All the repairs and construction work to the pillars have been carried out successfully. Safe operation of the cable car is therefore assured winter and summer alike.



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## OPENING "ALPINE CROSSING" IN AUTUMN 2021

The opening of the world's highest 3S cableway to the Matterhorn glacier paradise in the autumn of 2018 was just the first stage in the realization of a much more far-reaching vision: the creation of a continuous cableway connection between Zermatt and Italy – the so-called "Alpine Crossing". This crossing will be made possible by the addition of another structurally similar 3S cableway (tri-cable gondola lift) between Testa Grigia and the Matterhorn glacier paradise. The first visitors should be able to make the highest crossing of the Alps in autumn 2021.



[www.matterhornparadise.ch/en/Company/Investments-and-projects/Alpine-Crossing](http://www.matterhornparadise.ch/en/Company/Investments-and-projects/Alpine-Crossing)

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## GORNERGRAT BAHN LAUNCHES "MY MATTERHORN MOVIE"

The ride up to the Gornergrat is now available as a personalised film. All you need is your cable car ticket and a fantastic selfie at the summit.

[www.zermatt.ch/en/Media/News/Activities/Gornergrat-Bahn-launches-My-Matterhorn-Movie](http://www.zermatt.ch/en/Media/News/Activities/Gornergrat-Bahn-launches-My-Matterhorn-Movie)



## SHOPS.

### "PURALPINA" TO OPEN A STORE ON KIRCHPLATZ

In December 2019, "Puralpina" will open a new store on Kirchplatz in Zermatt – on Metzggasse 2 where the 'Wilde Hilde' takeaway used to be. The company makes natural products in Switzerland containing no preservatives, fragrances or colourants. One of their bestsellers is their handmade Marmot Oil Herbal Cream for use on backs, muscles and joints. The range includes Alpine beauty products for hands, feet and lips and high-quality local and Swiss accessories.



### PARCELS DELIVERED BY CARRIAGE IN CAR-FREE ZERMATT

The post carriage was commissioned in Bahnhofplatz on Wednesday 4 September 2019. In future this will be the delivery method for parcels in Zermatt's Bahnhofstrasse.

[www.zermatt.ch/en/Media/News/Shops/New-parcels-delivered-by-carriage-in-car-free-Zermatt](http://www.zermatt.ch/en/Media/News/Shops/New-parcels-delivered-by-carriage-in-car-free-Zermatt)



### SUSTAINABLE PRODUCTS AT OLMO ZERMATT

A good range from sustainable Swiss label Nikin is now available from Olmo Zermatt. The collection offers T-shirts, thermos flasks, pullovers, hats and socks. The brand is characterised by sustainable and fair fashions, with a tree being planted for every product sold. There are also new products in the collection from Freitag. The new collection, also available from Olmo, combines lorry tarpaulins with recycled PET materials.

[www.zermatt.ch/en/Media/Attractions/OLMO-Zermatt](http://www.zermatt.ch/en/Media/Attractions/OLMO-Zermatt)





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## VIRTUAL ASSISTANT WELCOMES VISITORS TO ZERMATT TOURISM

Since 28 August 2019, a virtual assistant has been sitting alongside visitor advisors in Zermatt Tourism's ticket hall, ready to answer visitors' questions. A trail-blazing project.

[www.zermatt.ch/en/Media/News/Zermatt-Tourism/Virtual-assistant-welcomes-visitors-to-Zermatt-Tourism](http://www.zermatt.ch/en/Media/News/Zermatt-Tourism/Virtual-assistant-welcomes-visitors-to-Zermatt-Tourism)

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## EVENTS.

### COW FIGHTING COMES TO ZERMATT IN SUMMER 2020

On 19 July 2020, the traditional Valais annual cow fighting festival will take place in Zermatt for the second time. Around 100 Eringer cows will fight for the title of 'Reine du Cervin'.

[www.zermatt.ch/en/Media/News/Events/Cow-fighting-comes-to-Zermatt-in-summer-2020](http://www.zermatt.ch/en/Media/News/Events/Cow-fighting-comes-to-Zermatt-in-summer-2020)

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